2 pp.

LCRCTF

R.J. Reynolds Tobacco Company

D. P. FITZGERALD
Area Manager - Operations
North East Sales Area

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401 N. Main Street
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910-741-2053

December 4, 1995

SENT VIA FAX

STANDARD

Fray Natale
Mike Jacques
Tom Fitzin
Tom Odom
Colin Uffindell
Lori O'Connor

RE: **Doral May Partners B2G1F**

Attached you will find the projected case allocations for the Doral May Partners B2G1F promotion. Obviously, these allocations are projections only, as final allocations can not be determined until mid-February when the majority of each Region's Accrual contracts should be entered into S.I.S. In order for each Region to maximize the impact of these programs in 1996, we intend to allow each Region to select the styles they want included in the promotion. However, as in 1995, the four primary brand styles (Lts. K.S. & 100's, F.F.K.S. & 100's) will need to be allocated in quantities to support V.A.P. shipped by accounts outside your own Region. Otherwise it would be impossible to complete V.A.P. transfers among Regions causing numerous problems with the implementation of the program.

We would appreciate you providing us with your request of how you would like the allocation broken down by brand style on or before 1/3/96.

Call if you have any questions.

Don

Attachment (1)

DOJ
THE BUFFALO Region will USE THE 4 PRIMARY STYLES IN ALL PARTNERS ACCOUNTS. WE WILL USE DPC to ASSIGN MAILING OPPORTUNITIES
THANKS
Dogan.

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Source: https://www.industrydocuments.ucsf.edu/docs/xswn0000

RJ REYNOLDS ID: DEC 15'95 11:59

TRANSMIT CONFIRMATION REPORT

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Sheet1

	DORAL MAY PARTNERS PROGRAM, B2G1F OFFER			
MARKET	PROMOTION 6M CASES	MEGA OUTLETS 6M CASES	TOTAL 6M CASES	
Boston-11	956	116	1072	
New York-12	856	0	856	
Philadelphia-13	1016	124	1140	
Buffalo-16	1036	272	1308	
Pittsburgh-17	1212	396	1608	
Cincinnati-18	1140	308	1448	
NESA	6216	1216	7432	
Winston-salem-21	1536	36	1572	
Atlanta-22	1420	84	1504	
Florida-23	1516	168	1684	
Dallas-26	1324	142	1466	
Richmond-29	1300	112	1412	
SSA	7096	542	7638	
			0	
No. California-51	788	92	880	
So. California-54	1328	168	1496	
Seattle-56	756	196	952	
Houston-58	1332	44	1376	
WSA	4204	500	4704	
Chicago-62	1040	236	1276	
Minneapolis-63	868	176	1044	
Denver-66	1288	236	1524	
Detroit-67	1012	124	1136	
St. Louis-69	944	352	1296	
MWSA	5152	1124	6276	
TOTAL US	22668	3382	26050	

· MEGA - STANDARD.

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RJL11/21/95

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